

# ZOE FORTUNE

## CONTACT

zoefortune.com

zoeafortune@gmail.com

## EDUCATION

2017-2021

### **Bachelor of Arts with a Concentration in Design and a Minor in Digital Publishing**

*Simon Fraser University: School of Interactive Arts and Technology*

2022

### **Character Creation in 3D with Blender**

*Domestika*

2019

### **Foundation HTML, CSS + Javascript**

*Superhi - Online Code and Design School*

## SKILLS [RE: PRODUCT DESIGN]

- Visual Design & Art Direction
- User Research & Testing
- Prototyping
- Designing with Accessibility in Mind
- Design System Organization and Documentation
- Brainstorm Facilitation
- Content Strategy

## DESIGN EXPERIENCE

August 2024-Present

### **Product Designer**

*The New York Times - Programmed Surfaces*

Designing components and systems for the digital front page, as well as newsletter experiences.

2024-Present

### **Freelance Graphic Designer**

*Various clients*

Poster and website design + execution

January 2023 to August 2024

### **Associate Product Designer**

*The New York Times - Newsletters*

Focused on improvements to the accessibility of multiple newsletter related touch points, including in the inbox and in sign up experiences.

May 2022 to January 2023

### **Product Design Intern**

*The New York Times - Audio*

In depth prototyping, leveraging competitive analysis and user research in ideation, as well as design system maintenance

January - May 2022

### **Brand Strategist Consultant**

*MiTravel*

Developed a new visual identity system and resources for the social media team to leverage resulting in a more cohesive brand image.